

## CONTENT ENHANCEMENT IN AN ELECTRONIC MARKETPLACE

### ABSTRACT OF THE DISCLOSURE

An electronic commerce system (10) includes a content enhancement module (47) that analyzes the product data stored in a seller database (32) using one or more rules and that identifies one or more potential errors in the product data according to the rules. The rules include one or more generic rules that apply to substantially all seller databases (32) including product data. These generic rules include one or more of the following rules: a rule indicating that a potential error exists if two products in the seller database (32) have identical product identifiers but have otherwise different product data, a rule indicating that a potential error exists if two products in the seller database (32) have different product identifiers but have otherwise identical product data, and rules indicating that a potential error exists if the values associated with particular generic product attributes have a non-numerical format.